

EXHIBIT 9

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For Your Information

FTC Seeks Public Comment on Dark Patterns Topics ahead of Workshop

April 9, 2021 |   

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The Federal Trade Commission is seeking comment on topics related to the use of digital “dark patterns,” a range of potentially deceptive or unfair user interface designs used on websites and mobile apps, that will be discussed at the agency’s April 29, 2021 workshop.

The FTC is seeking comment on several topics that will be discussed at the workshop, [Bringing Dark Patterns to Light: An FTC Workshop](#), including:

- The definition of dark patterns;
- The prevalence of dark patterns in the marketplace;
- The use of artificial intelligence and machine learning to design and deliver dark patterns;
- The effectiveness of dark patterns at influencing consumer choice, decision-making, or behavior;
- The harms dark patterns pose to consumers or competition; and
- Ways to prevent, mitigate, and remediate the harmful effects of dark patterns.

[More information](#) about the request for comments and how to submit a comment can be [found on the event page](#). Comments are due May 29, 2021 and will be posted to Regulations.gov.

The Federal Trade Commission works to promote competition and [protect and educate consumers](#). Learn more about consumer topics at [consumer.ftc.gov](#), or report fraud, scams, and bad business practices at [ReportFraud.ftc.gov](#). Follow the [FTC on social media](#), read [consumer alerts](#) and the [business blog](#), and [sign up to get the latest FTC news and alerts](#).

Related actions

[Bringing Dark Patterns to Light: An FTC Workshop](#)

For Businesses

Blog: [Asking for your insights into digital dark patterns](#)

Topics

[Protecting Consumers](#)

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Press Release Reference

FTC to Hold Virtual Workshop Exploring Digital “Dark Patterns”

Contact Information

Media Contact





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